

ASPIRA, Inc. OF NEW JERSEY

EXECUTIVE OFFICE • 390 BROAD STREET, NEWARK, NEW JERSEY 07104 • 201-484-7554

BUILDING ON
TWO DECADES
OF SERVICE

January 30, 1991

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Mr. Robert W. Parsons, Jr.
President
The Hyde and Watson Foundation
437 Southern Boulevard
Chatham Township, NJ 07928

Dear Mr. Parsons:

I would like to ask the Hyde and Watson Foundation to consider a proposal requesting funds for the ASPIRA, Inc. of New Jersey capital campaign, "Building on Two Decades of Service." Our goal in this campaign is to raise \$1.5 million which includes the purchase and renovation of the building we now occupy at 390 Broad Street in Newark.

As you may know, ASPIRA Inc. of New Jersey is a nonprofit organization providing counseling, dropout prevention and leadership development programs to Puerto Rican/Hispanic and other minority youth. Since its foundation in 1968, ASPIRA has helped over 28,000 low income minority youth, throughout New Jersey, to remain in high school and pursue post secondary education and career goals. We have grown from a small organization serving students from the Greater Newark area in 1985, to a statewide agency serving students from seventeen high schools throughout the Camden, Hudson, Essex, Passaic and Mercer counties in 1990.

As the number of students served by ASPIRA dramatically increases each year, new programs, staff, and equipment are added to accommodate the demand and assure the delivery of services. But space remains inadequate. This, in addition to escalating rents in the City of Newark, has caused ASPIRA to relocate on several occasions, disrupting the normal flow of services and diverting energies from programs. After much planning and consultation, the ASPIRA Board of Directors decided that the time had come to purchase a "home." In 1988, faced again with inflated rent prices and the need for more space, the agency moved to the building at 390 Broad Street with an option to buy.

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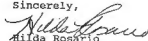
The building at 390 Broad street is an ideal home for ASPIRA. It will provide a place for students to go after school. Parents will not have to travel far to seek guidance from counselors, or to attend workshops and activities with their children. In addition, it will enable ASPIRA to offer innovative programs which were not possible before. It will house a computer lab; classrooms for bilingual instruction and General Educational Development (GED) preparation; and common areas for student and parent activities. Purchasing the building at 390 Broad Street is a wise investment in ASPIRA and that of the community it serves. It will also ensure that the agency remains in the City of Newark where it began twenty-three years ago.

Our capital campaign committee is made up of some of New Jersey's top business and community leaders. Headed by former Governor, Mr. Thomas H. Kean, the committee includes: Bishop David Arias of the Newark Archdiocese; Raymond G. Chambers, Chairman of Amelior Foundation; New Jersey Bell President, James Cullen; Donald Daniels, Chairman and CEO of Blue Cross and Blue Shield of New Jersey; Dr. Saul Fenster, President of New Jersey Institute of Technology NJIT; Jerome D. Greco, Senior Vice President of First Fidelity Bank; Newark Mayor, Hon. Sharpe James; Alan V. Lowenstein of Lowenstein, Sandler, Kohl, Fisher and Boylan; Catherine M. McFarland, Executive Director of the Victoria Foundation; and Marshall L. Wolf, Executive Vice President of Midlantic Corporation.

We hope the Hyde and Watson Foundation will join the growing list of supporters that believe purchasing a home for ASPIRA is a wise investment in the future of New Jersey's low income minority youth. Please feel free to call me if you need additional information.

Thank you for your consideration.

Sincerely,


Hilda Rosario
Executive Director

cc: Catherine McFarland
Ella Nunez Urbaneck

HR:db

enclosures

Case statement
Board list
Annual report
Cap material